



THINK DIFFERENTLY. ACT STRATEGICALLY

"HOW DO WE CHANGE WHEN CHANGE IS HARD?"

Noon Thursday, April 14th, through 5:00 p.m. Friday, April 15th

Hosted by Arts United of Greater Fort Wayne

303 E. Main Street, Fort Wayne, Indiana

THURSDAY, APRIL 14, 2011

11:30 a.m. – 12:00 p.m.	Registration and informal greeting
12:00 p.m. – 1:00 p.m.	Lunch (included with registration)
12:30 p.m. – 1:30 p.m.	Welcome and introductions over lunch
1:30 p.m. – 1:45 p.m.	What is our identity? Who is our community? How do we face the major trends reshaping society and our community? Sharon Rodning Bash, Program Director, ArtsLab, Arts Midwest
1:45 p.m. – 3:00 p.m.	Mapping your Community Anne Hunter, Marketing Source USA
3:00 p.m. – 3:15 p.m.	Brief Break
3:15 p.m. – 5:00 p.m.	Convergence: trends we are living today Kathleen Corley, Consultant
5:00 p.m. – 6:00 p.m.	Closing remarks followed by informal conversations Evening on the town

FRIDAY, APRIL 15, 2011

Breakfast at hotel	Included with hotel reservation.
9:00 a.m. - 12:00 p.m.	Go directly to one of 3 Concurrent Breakout Sessions (see below)
Brief break at 10:30 a.m.	
12:00 p.m. - 1:00 p.m.	Lunch (included with registration)
1:00 p.m. - 4:00 p.m.	Go directly to one of 3 Concurrent Breakout Sessions (see below)
Brief break at 2:30 p.m.	
4:00 p.m. - 5:00 p.m.	Closing Plenary

This workshop is sponsored in part by Arts Midwest, and presented by ArtsLab, a training program recognized for its work in arts organization strategic development. ArtsLab is a Minneapolis-based program supported by a five foundation collaborative and managed by Arts Midwest. We invite you to visit www.artsmidwest.org and www.artslabonline.org for more information. Support these activities is also provided by National Endowment for the Arts, Indiana Arts Commission, Michigan Council for Arts and Cultural Affairs, and Ohio Arts Council.

FORMAT

Each participant will be able to attend 2 of the 3 breakout sessions. Teams from the same organization could “spread out” to cover all sessions.

1. ***Breakout: Planning With the End in Mind. Planning and Evaluation Metrics***

- Project/program design—how can you shape programs to be responsive to constituencies and resource requirements, especially in a changing environment?
- Project evaluation—How can you establish meaningful benchmarks to track successes and monitor the need for readjusting priorities or mid-course corrections?

Presenter: Sharon Rodning Bash, Program Director, Arts Midwest

2. ***Breakout: Strategy and Financial Structure. How must our marketplace strategy and business model shift when adapting to an ever-changing environment?***

- What is your strategic advantage in the marketplace?
- How have you worked in the past? How do you currently work? What new approaches must be employed based on the new reality?

Presenter: Kathleen Corley, Independent Consultant

3. ***Breakout: Articulating Your Public Value: Moving from Important to Essential Community Assets***

- How do you understand your role in the broader community?
- How do you build meaningful relationships with core and new constituencies?
- How do you articulate your public value beyond an “economic development” tool?

Presenter: Anne Hunter, President, Marketing Source USA

LEARNING OBJECTIVES

1. **Think and Act Strategically:** Participants recognize the changes in the environment, the effect of those changes on the nonprofit sector, and need for strategic responses.
2. **Engage with Community:** Participants recognize and measure their value as an essential part of a thriving, vibrant community. Participants gain a more complete understanding of their role within their communities and new approaches to build and strengthen partnerships.
3. **Develop Cues and Clues:** Participants will embrace concept of a strategy roadmap, designing it to maneuver an uncertain environment. Participants will begin to establish metrics to benchmark progress and measure strategic responses.
4. **Recognize a Healthy Organizational Culture:** Participants can identify their organizational life stage and the specific developmental tasks and challenges associated with their life stage. Participants will have a greater appreciation for an organizational culture that is empowering and team oriented.
5. **Develop a Healthy, Sustainable Business Model:** Participants describe their organization’s current financial approach and business model, design adaptive, strategic responses, and develop a financial management structure for the changing environment.

PRESENTERS

Kathleen H. Corley, Consultant/Trainer/Teacher. Kathleen grounds training, teaching and consulting in her over-twenty years of hands-on experience in the nonprofit community. Her career includes: economic development staff for a community development corporation; consulting, training, and lending with The Stevens Group; and leadership positions in a variety of nonprofits during times of change, including Walker West Music Academy, Women's Advocates, Development Corporation for Children, Girl Scout Council of St. Croix Valley, Bloomington Art Center and Textile Center. Managing change and sometimes crises is a common thread, as is a focus on building strategic, flexible, creative and collaborative alliances to support a solid future.

In addition to her work as staff or consultant, Kathleen has served on many boards. Currently she serves on the boards of Habitat for Humanity Minnesota, the Good Turn Club, and the Management Improvement Fund of The Saint Paul Foundation. This experience allows her to bring a dual perspective on the complex structure of nonprofits. Kathleen holds a BA in Liberal Arts and BS in Education from the University of Minnesota and a J.D. from William Mitchell College of Law. She is adjunct faculty at Hamline University, Saint Mary's University-Minnesota, and the University of Minnesota in graduate programs in nonprofit leadership and management.

Anne Hunter, President, Marketing Source USA. www.marketingsourceusa.com Anne leads the national strategic marketing firm of Marketing Source USA. The 17-year-old consultancy is committed to building stronger nonprofits, communities and companies by helping organizations to market smarter. The firm specializes in the fields of arts, economic and community development, education, and professional services. It has advised hundreds of clients across the US, including dozens of arts organizations. Prior to launching the firm, Anne held marketing management posts at The Saint Paul Chamber Orchestra, the Minnesota Orchestra, and chambers of commerce in two states. Her vita also includes work as a newspaper reporter and columnist. A versatile writer, she ghost-wrote a book on workplace intervention for Hazelden.

Anne holds an MBA in marketing from the University of St. Thomas in St. Paul, Minnesota, where she is an adjunct professor in the Center for Nonprofit Management. She earned her BA from Albion College in Michigan, where she is a third-term trustee. She has taught marketing and nonprofit management at four Minnesota colleges and regularly presents workshops for nonprofit executives, artists and entrepreneurs around the country. Anne is on the strategy team for ArtsLab, a three-year capacity-building initiative.

Sharon Rodning Bash, Program Director, ArtsLab, Arts Midwest www.artslabonline.org Sharon is the program director for ArtsLab, a three year capacity-building program dedicated to nurturing a thriving regional arts ecosystem by developing the core leadership skills and management capabilities of smaller, visionary arts organizations in the upper Midwest.

Prior to her appointment with ArtsLab, Sharon was the program director for organizational development and training at the Metropolitan Regional Arts Council. In that capacity she developed and frequently led numerous workshops on a range of capacity-building topics, as well as managed organizational development granting programs. She has facilitated workshops regionally and nationally around her work, *From Mission to Motivation*—bringing clarity for small organizations to the Rand framework for building arts participation. In addition, she has been a consultant to nonprofit arts and human service organizations for many years, providing support and training in the areas of strategic planning, change management, creative problem solving, and major project implementation. She holds an MPH in community health administration and an MSW in human services administration, both from the University of Minnesota. In addition to her work with ArtsLab, Sharon teaches in the St. Mary's University graduate program in Arts Administration, in the areas of nonprofit management and program planning and evaluation.